

CHAPTER IX – THE DISTRICT PERSONNEL PROGRAM

A. GENERAL.

1. The **District Commodore (DCO)** has overall responsibility for the District Membership Program.
2. The **District Staff Officer for Personnel Services (DSO-PS)** provides functional support over the District Membership Program and is charged with carrying out District Recruitment and Retention Plans. The DSO-PS also provides guidance and support to Division and Flotilla Personnel Staff Officers.
3. The recruiting and retention of members is not merely the responsibility of the DCO and DSO-PS, but of all district board members and the district staff in their areas of responsibility.
4. The selection and appointment of the DSO-PS is of critical importance to the success of the District Membership Program. The DCO should carefully select a person for this position who possesses a sincere interest in member recruiting and retention programs. The person selected should have a good knowledge of the Auxiliary, including division and district level administration and must be a good communicator, both verbally and in writing. This officer must be willing to communicate with ADSO-PSs and SO-PSs on a frequent basis and with the membership through the district publication and during district/division meetings. The DSO-PS should be a people-oriented person who can work effectively and in harmony with the other members of the district staff.

B. ASSISTANT DISTRICT STAFF OFFICERS

1. DSO-PSs might require at least one Assistant District Personnel Officer (ADSO-PS). Some districts, due to size and number of divisions, may need two or more.
2. The DSO-PS should consult with the DCO and/or VCO regarding needs and suggestions for persons to appoint to the position of ADSO-PS. The DSO-PS is responsible for the performance of the ADSOs.
3. Once Assistants are appointed, the DSO-PS must:
 - a. assign specific tasks.
 - b. establish a reporting system.
 - c. provide guidance.
 - d. follow up on assigned activities.
4. Once appointed, it is the responsibility of the ADSO-PS to complete the tasks assigned and report on a regular basis to the DSO-PS.
5. Duties that may be assigned to ADSO's are highlighted by an asterisk* among the DSO-PS duties that follow in the remainder of this chapter.

C. GENERAL DUTIES OF THE DSO–PS.

1. Exercise staff responsibility and supervision over all matters pertaining to the District's Recruitment and Retention Program. Keep the District Executive Committee informed of all developments in the program.
2. Maintain close liaison with Division Personnel Staff Officers in order to implement programs in accordance with prescribed procedures.
3. Support and coordinate with the DSO–PA and DSO–PB by publicizing the Recruitment and Retention Program.
4. Maintain records required to effectively discharge the DSO–PS responsibilities.
5. Immediate supervisory responsibility for the DSO–PS office is vested in the District Vice Commodore (VCO). Cooperation with the VCO insures the District Recruitment and Retention Program is effectively accomplished.
6. Upon expiration of the term of office, or when so directed by the DCO, transfer all property and records of the office to the succeeding DSO–PS.

D. SPECIFIC DUTIES OF THE DSO–PS.

1. Be fully knowledgeable of the contents of the various Coast Guard instructions and publications, guidance received from the National Department of Personnel, and Auxiliary district policies and procedures that pertain to recruiting and retention, including the *Membership Recruiting and Retention Guide*, COMDTPUB P16794.12 (series), and *Auxiliary Manual*.
2. By coordinating with the DCO and VCO, establish measurable goals and objectives for the District Recruitment and Retention Plan along with programs and activities that are required to achieve these goals. Report progress in attaining these goals to the District Board at each meeting. Compare the current membership progress with last year's progress at the same time period.
3. Encourage the formation of a District Recruiting and Retention Team utilizing the programs and talents of various district staff officers. Distribute materials and ideas to the district officers that they may share with their counterparts at the division and
4. * Develop and implement programs and activities in coordination with the VCO and DCO to promote the Auxiliary's growth. The growth will occur through member gains, formation of new detachments and chartering new flotillas, so that the Auxiliary will ultimately serve all boating areas and population centers in the district. (See Enclosure (13)).

5. * Take initiative to ensure the SO-PSs are well trained and knowledgeable of the Recruitment and Retention Program. Conduct workshops and/or training program(s), as may be necessary, to enhance the district's membership. ADSOs should participate in district and division workshops involving recruitment, retention and training of Personnel Officers at all levels.
6. Offer to assist the District Rear Commodore(s) with any workshops, seminars and training sessions scheduled, particularly those for the training of elected and staff officers.
7. * Encourage programs and activities designed to retain members with particular emphasis on those members who are drifting into inactivity by failing to attend meetings or by not actively participating in one or more programs. Encourage the PS Staff Officers to contact these members directly and seek to involve them in Auxiliary missions, fellowship, training or other activities.
8. * Conduct a monthly review of the appropriate AUXMIS printouts to track the progress of the district's membership. When a weakness is perceived in a division or flotilla, correspond with the appropriate PS staff officer. Request advice on the nature of the problem and offer assistance. An ADSO could track membership and work with the DSO-IS, reporting all patterns and problems to the DSO-PS on a regular basis.
9. Carefully review all disenrollment actions and requests for retired member status prior to forwarding the paperwork to DIRAUX (or DCO, based on district policy). Ensure SO-PSs are involved before-the-fact in all disenrollment actions in their division and the Auxiliary policy of direct contact with the member was followed prior to submittal of the disenrollment recommendation. Keep the VCO advised of the flotilla/division's actions.
10. * Review the New Member Questionnaires and Questionnaires for Disenrolled Members to ascertain areas for needed improvement. Work with local Personnel Officers to affect necessary changes to enhance membership retention in their units. Tabulate and prepare analysis of Annual Membership Survey. Report results to EXCOM and Chief, Department of Personnel via your Branch Chief. (See Enclosure (3) to (5)).
11. Attend all meetings of the District Board and Staff. Give the VCO prior notice when such attendance is not possible. Report in writing and, if requested by the DCO or VCO, orally at all district board meetings on the status of activities, progress in the District Recruitment and Retention Program and results of all surveys.
12. * Prepare a bulletin or letter to the SO-PSs, setting a goal of monthly distribution. This mailing should effectively communicate guidance and information received from National and District to the division and flotilla levels. When appropriate, sufficient copies should be provided to the SOs for their distribution to the FSO-PSs in their division, as well as a copies to the DCPs, EXCOM and National Personnel Department Branch Chief.

13. Maintain contact with the National Personnel Department Branch Chief of the Recruiting and Retention Division. Provide copies of all reports, articles, communications with SO-PSs and district newsletters.
14. * Prepare at least one article for each issue of the district publication, to pass information of a general nature or of widespread interest to the members of the district, as well as a listing of all new members in the district and those Crossing the Bar (deceased) since the last issue.
- 15.* Try to visit the various divisions and flotillas in the district. As a courtesy, prior coordination of any planned visits to these units should be made with the applicable DCPs and FCs. Also advise the VCO and the unit's PS staff officer of the planned visit. Local ADSOs can do this without incurring additional expense. Prior preparation with the DSO and reporting the results of the visit are very important.
- 16.* Be alert for any reports on problems with supplies from the Auxiliary National Supply Center (ANSC) and the Auxiliary National Materials Center (AUXCEN) that affect your area of responsibility, such as, the lack of membership materials and availability of essential uniform items. Bring these matters to the attention of the VCO and/or DCO.
17. The responsibilities of the DSO-PS are many. Every effort should be made to coordinate specific duties with the ADSOs and the VCO. The district membership depends in large part on the initiative and effort of the DSO-PS and the District Recruitment and Retention Team.